Cycling strategy

March 2016

Basingstoke and Deane

Borough Cycling Strategy

Basingstoke and Deane Borough Council

March 2016

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Please note that this document will be reviewed by the graphics team prior to publication.

1 Executive Summary

This Strategy has been prepared by Basingstoke & Deane Borough Council (BDBC) with the input of Hampshire County Council (HCC) as Highways Authority and contributions and ideas of local cycle groups and shaped by wider consultation on a draft strategy in 2015. The strategy is intended to provide an overarching framework for the development and promotion of cycling in Basingstoke and the wider Borough, in support of policy CN9 of the Local Plan and to:

- Ensure that cycling is fully taken into account in future planning proposals;
- Encourage participation and involvement in cycling; and
- Support other activities to promote and encourage the uptake of cycling, such as training, safety, promotion and awareness raising.

Recognising the significant benefits that cycling provide, including improvements in health and well-being, helping to reduce the number of people driving cars for their journeys, and economic, the overall Vision of the Strategy is to:

'Create an environment that is a safe, attractive and practical choice for cyclists in the Borough so that more people are enabled to cycle safely in the area and to encourage a shift towards more sustainable transport choices and healthy lifestyles.'

To achieve this, the following objectives have been established, which are supported by a series of specific themes:

- To encourage more people who live and work in the Borough to walk and cycle for local everyday journeys;
- To promote cycling for the health and well-being benefits that can result;
- To encourage visitors to the Borough to travel more sustainably;
- To link smarter choices delivery with planned infrastructure developments; and
- To ensure effective stakeholder and community engagement in the actions contained in this strategy.

Alongside these, and in order to encourage greater use of non-car modes of transport, a further objective of the strategy is to encourage more people who live and work in the Borough to use public transport, and other forms of shared transport for local and longer journeys. This links to cycling through greater integration of different modes of transport, such as the ability to cycle to the train station for onward journeys by rail.

The identified objectives will be achieved through a series of actions, which have been grouped into a number of themes as set out below:

Connectivity and Permeability – seeking opportunities to develop new and improved linkages from residential areas to key services, whilst improving permeability for cyclists to overcome existing barriers. This also focusses on improvements for leisure cycling, looking at attractive longer routes connecting to the main urban centre, such as Bramley, Chineham, Cliddesden, Dummer, North Waltham, Old Basing, Overton, Sherborne St John, Tadley, Whitchurch and Worting – journeys which may also be suitable for some commuters, given the distances involved.

Improvements in Other Facilities – recognising other facilities that the Borough currently benefits from, such as BMX tracks, and the scope to provide improved access to these, as well as new facilities to encourage participation in cycling such as off-road tracks.

Safer Cycling – ensuring infrastructure is well designed and takes into account the needs of cyclists, prioritising routes as appropriate and providing road safety education

Cycle Parking – identifying locations for more cycle parking and positioning them to maximise security and convenience.

Promotion and Encouragement – raising awareness of cycling and its benefits in addressing issues such as obesity and other medical conditions amongst the community, as well as money saving and helping to reduce congestion.

Maintenance and Signage – ensuring new and existing routes and facilities are well maintained, through a regular pro-active approach, with clear signage throughout the route.

Through the implementation of associated actions, the targets of this Cycling Strategy are to:

- **Double the number of trips to work made by bicycle by 2021 from a baseline of 1,930 in 2011; and**
- **Double the number of bikes travelling over the identified cycle counters in Basingstoke by 2021 from a baseline of 1007 in 2011.**

To ensure success and delivery of the target, this strategy will require local buy in, built on robust local evidence and clear communication. It will need the support of all those with responsibility for the Borough's transport infrastructure, as well as those involved in improving the health of residents, and must be scale-able and adaptable in an uncertain funding environment. This document therefore:

- Identifies effective measures to improve cycling provision in the Borough;
- Identifies value for money investments and potential methods of funding;
- Highlights cycle infrastructure design principles including signing and information which should be considered in developing proposals;
- Includes a range of measures that can contribute to a step change in cycling and walking in the Borough such as cycle training, traffic speed reduction and promotion of cycling as a means of achieving improvements in health and well-being; and
- Provides tailored measures for Basingstoke and Deane communities, to allow for improvements to ease congestion and improve air quality, to deliver health and economic benefits.

BDBC will seek to review this Strategy at regular intervals in line with other policies. Throughout this process BDBC will continue to work closely with local cyclists and cycle campaign during both the implementation and review of the document, in addition to on-going working and liaison with HCC.

It should be noted that this strategy is intended to encourage greater levels of cycling across the Borough, but that many of the actions are initially focussed on Basingstoke Town, and connections to surrounding settlements. It is, however, envisaged that this strategy will provide a framework to assist communities to develop networks and facilities elsewhere in the Borough, as well as supporting Borough-wide initiatives such as cycle training and promotion for those who do not currently cycle.

2 Introduction

2.1 Introduction to the Strategy

This document forms the Cycling Strategy for the Borough of Basingstoke and Deane, having been prepared and consulted on during the course of 2015. It is intended to cover all issues relevant to cycling in the borough and draws linkages with other key national and local strategies to encourage cycling and increases in participation in sport and recreation, including the health and well-being benefits that can result.

The strategy is intended to help meet the needs of all types of cyclist, from experienced commuters and club cyclists, to novice users and school children and is structured as follows:

- Chapter 3 – Vision and Objectives
- Chapter 4 – the context of Basingstoke and Deane
- Chapter 5 – Policy Background
- Chapter 6 – Themes and Actions
- Chapter 7 – Funding Opportunities
- Chapter 8 – Monitoring and Review

A series of appendices provide more detail on specific issues.

3 – Vision and Objectives

This chapter details the Vision and Objectives, which form the basis to the development of the strategy and the actions contained within it.

3.1 Vision for Cycling in Basingstoke and Deane

Based upon views expressed through the consultation and the characteristics of the borough, the following Vision reflects the type of place that should be developed to encourage and facilitate increases in cycling in the borough:

Create an environment that is a safe, attractive and practical choice for cyclists in the Borough so that more people are enabled to cycle safely in the area and to encourage a shift towards more sustainable transport choices and healthy lifestyles.

To achieve this vision, it will be necessary to work closely with Hampshire County Council, local cycling representatives, developers, residents and businesses to ensure that the actions identified in this strategy are implemented.

3.2 Objectives of the Strategy

The Vision is supported by a series of more detailed objectives, in order to represent the range of areas through which it will be achieved, as outlined below:

- To encourage more people who live and work in the Borough to walk and cycle for local everyday journeys;
- To promote cycling for the health and well-being benefits that can result;
- To encourage visitors to the Borough to travel more sustainably;
- To link smarter choices delivery with planned infrastructure developments; and
- To ensure effective stakeholder and community engagement in the actions contained in this strategy.

Alongside these, and in order to encourage greater use of non-car modes of transport, a further objective of the strategy is to encourage more people who live and work in the Borough to use public transport, and other forms of shared transport for local and longer journeys. This links to cycling through greater integration of different modes of transport, such as the ability to cycle to the train station for onward journeys by rail.

The achievement of these objectives through this strategy is intended to result in the following outcomes:

Objectives	Intended Primary Outcomes
To encourage more people who live and work in the Borough to walk and cycle for local everyday journeys	• Reduction in work-related car journeys. • Reduction in car trips for leisure and other journeys. • Increase in active travel modes. • Increase in adult physical activity levels • Reduction in CO_2 emissions from car travel • Reduction in congestion
To promote cycling for the health and well-being benefits that can result	• Reduction in obesity rates amongst children and adults • Reductions in other health conditions, such as heart disease • Increases in levels of physical activity
To encourage visitors to the Borough to travel more sustainably to the town	• Reduction in CO_2 emissions from car travel • Reduction in congestion • Increase in sustainable transport modes
To link smarter choices delivery with planned infrastructure developments	• Improved awareness and usage of walking and cycling infrastructure • Improved consultation on walking and cycling infrastructure proposals • Maximisation of the shift towards more sustainable modes
To ensure effective stakeholder and community engagement	• Improved consultation on what works well for local communities, resulting in better outcomes • Embed behaviour change more effectively • Improved programme legacy
To encourage more people who live and work in the Borough to use public transport, and other forms of shared transport, for local and longer journeys	• Reduction in work-related car journeys. • Reduction in car trips for leisure and other journeys. • Increase in public transport modes • Increase in car sharing modes • Reduction in CO_2 emissions from car travel • Reduction in congestion

4 – The Borough of Basingstoke and Deane

The borough of Basingstoke and Deane covers an area of over 245 square miles within northern Hampshire, with a population of around 172,000, primarily focussed in Basingstoke, with around 90,000 residents, and a number of smaller settlements, including Bramley, Kingsclere, Oakley, Old Basing, Overton, Tadley and Whitchurch. A large part of the borough falls within the North Wessex Downs Area of Outstanding Natural Beauty, and a number of historic buildings and assets, some of which are also important tourist destinations, such as the Bombay Gin Distillery, Highclere Castle and Whitchurch Silk Mill, which benefit the Borough's economy.

The Borough is well located in terms of the strategic transport network, being served by the M3 and A34, with mainline rail services to London Waterloo, the South Coast, the South West, Reading and the Midlands, and also in close proximity of Heathrow and Southampton Airports. This is highlighted in the map below.

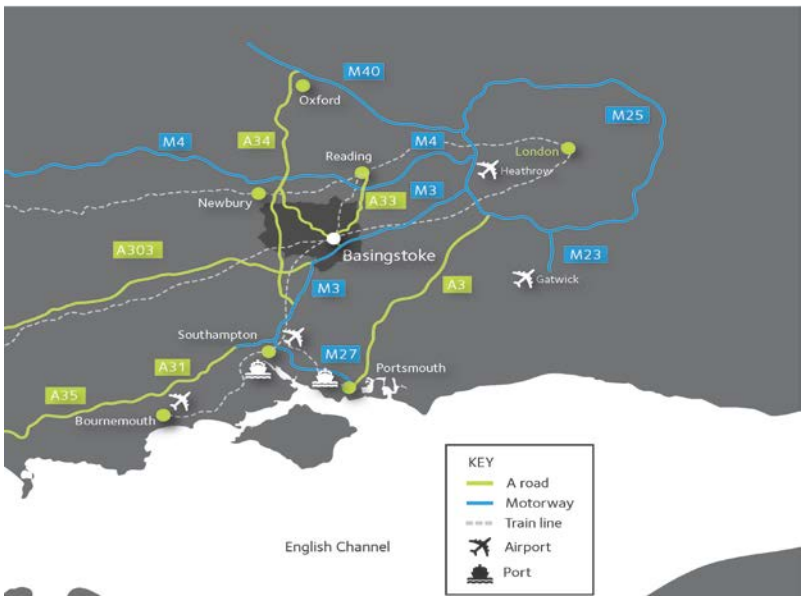


Figure 1: Borough Map

4.1 Travel Characteristics

In terms of travel patterns, commuting data from the 2011 Census indicates that the number of residents commuting out of the borough to work in nearby centres such as Newbury or Reading, or further afield in London, is counter-balanced by those commuting into the borough from other parts of Hampshire and surrounding counties. The borough's enterprises and businesses continue to provide jobs for two thirds of its employed residents, a higher 'self-sufficiency' ratio than any other Hampshire District.

When this is looked at by mode of transport for journeys to work, this shows that the car is the dominant form of transport (51.7%) with walking to work being the next most popular mode (7.2%), followed by public transport (7.0%) and finally cycling (1.6%), representing 1,930 trips. Figure 2 below provides a breakdown of this info for Borough and South East region, and highlights that in terms of walking, cycling and public transport, fewer journeys are made by these modes in the Borough, compared to the region, while car trips are over 7% greater.

	Work at home	Public Transport	Car driver or passenger	Bicycle	On foot	Other	Not employed
Basingstoke and Deane	4.6%	7.0%	51.7%	1.6%	7.2%	1.0%	26.9%
South East	4.5%	8.2%	44.5%	2.0%	7.4%	1.3%	32.1%

Figure 2: 2011 Census: Method of Travel to Work across the Borough

Within Basingstoke Town, the number of trips to work made by bike is greater than elsewhere in the Borough representing 3.5% of trips, as would be expected, given the availability of facilities for cyclists, and the shorter distances involved. However, this is still some way behind larger centres elsewhere in the country, with more facilities for cyclists, and where congestion levels are greater, together with demand management measures which can impact on accessibility by car, resulting in an increase in cycling rates.

In common with the Borough generally, the car remains the most used mode of transport for trips to work in Basingstoke, followed by those on foot, public transport and by bike.

Trip Distance	Private Vehicle	Public Transport	Bicycle	On Foot	Other
All Trips	76.9%	9.5%	2.3%	11.0%	0.3%
< 5 miles	69.4%	9.1%	3.5%	17.7%	0.2%

Figure 3: 2011 Census: Method of Travel to in Basingstoke urban area

Looking back at historic information, the number of trips to work made by bike has increased year-on-year (albeit at a low rate of around 2%) as shown below, based on count data. It is likely that some of the increases in cycling can be attributed to growing popularity in cycling across the country for both leisure and commuting purposes.

	2009	2010	2011	2012	2013	2014
Daily Average Number of Cyclists	938	904	1007	997	1018	1034

Figure 4: Count data for number of cyclists

Evidence from Sport England's market segmentation research provides further insight into the demand for cycling and highlights a large proportion of the borough, particularly those of certain demographics, who would like to cycle more. This is also reflected in the level of interest expressed by British Cycling (the national governing body for cyclesport), who consider Basingstoke and Deane to be a priority area for future actions.

Figure 5 overleaf shows trips made by car of less than five miles in and around Basingstoke Town, and clearly shows that there are a large number of relatively short trips that can be readily undertaken by bike. This is particularly the case given the relatively flat nature of the town. Outside of Basingstoke, there are clearly defined patterns of trips to the town from nearby settlements, such as Oakley, Old Basing and Sherborne St John, in addition to other key destinations, such as the hospital and employment areas.

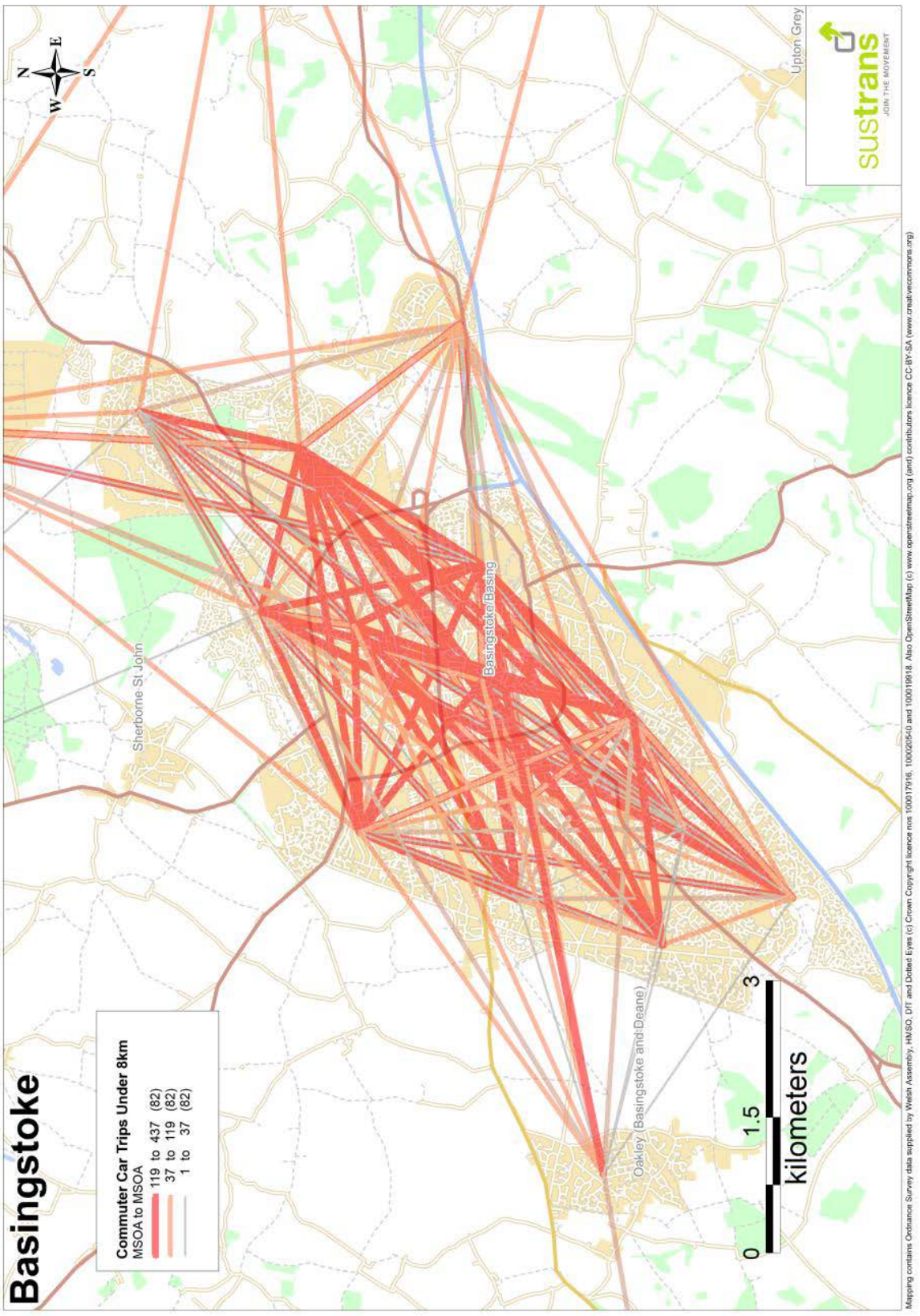


Figure 5: 2011 Census: Commuter Car Trips across Basingstoke

4.2 Local Cycling Network

A significant number of comments were received about the local cycling network in developing this strategy, which has identified a number of specific barriers and missing links in and around the borough, as well as facilities which cyclists find useful.

In general terms, Basingstoke town and the wider Borough have a disparate, dedicated cycle network that is good in some areas, well-built, but not adequately signed to create coherent longer routes. In other areas, routes do not join up and are confusing, discouraging most except for determined and experienced users, who are less likely to use off-road routes. This is backed up by the findings of HCC's Missing Links study 2010, and is a result of the stop-start nature of the way that the network has evolved, with piecemeal delivery over time as and when new development has been built or funding has become available, in addition to the limited space available in some locations.

However, whilst this is the case with dedicated routes for cyclists, it should be noted that the entire highway network, with the exception of motorways and other pedestrian routes, should be considered to be part of the cycle network.

There are particular problems of severance, evident around the major junctions associated with the ring-road and the main arterial corridors, which are not attractive for the majority of cyclists. Within the town centre, there are further issues, focussed around the railway station, The Malls, Festival Place, Basing View and "The Top-of-the-Town" one-way system of New Road, Southern Road and connections into the wider road network. All of these barriers create difficulties for cyclists in making journeys across the town and have the effect of deterring those who would like to cycle but are reluctant to do so, due to safety concerns.

More generally, the attractive countryside, availability of a network of country lanes and number of historic villages, including numerous pubs and restaurants, provides a significant asset for those who wish to cycle for leisure purposes.

In preparing this strategy, a significant number of issues were highlighted, many of which were site specific and are shown on maps in Appendices 1 and 2. General themes that were identified are set out below, whilst more site specific comments have helped to understand where the key corridors are that cyclists use, and where the greatest number of barriers are present. This has helped to inform the preparation of a Strategic Cycling Network, as described in section 6.2.

Community Mapping Comments					
Issue	Times Mentioned	Issue	Times Mentioned	Issue	Times Mentioned
Avoid	38	Cycle Storage	30	Maintenance	77
Barrier	97	Fly Tipping	2	Poor Surface	30
Bike Hubs	2	Good Points	68	Poor Lighting	13
Busy Junctions	34	Ideas	56	Other	24
Building Sites	4	Intimidating	42	Narrow Pavement	25

Busy Pavements	9	Lack of Signage	26	Pollution	15
Caution	51	Lack of Crossings	70	Scary at Night	31

Figure 6: Record of Community Mapping Comments

Through omitting those points that could be considered perceptive, the main issues have been grouped together as set out below, which have been taken into account in identifying actions to deliver this strategy.

- Avoid
- Busy Junction
- Barrier
- Lack of Signage
- Lack of Crossings

4.3 Health and Well-Being Characteristics

Whilst promotion of cycling for commuter and recreational benefits are clear, it is important to consider the significant health benefits associated with cycling with strong links recognised between obesity and coronary heart disease, diabetes, stroke and other health problems through lack of daily exercise. Locally, obesity is a key issue for both children and adults in the Borough, with 15.3% of children over-weight and 63.4% of adults overweight.

Creating suitable cycle links, providing opportunities for leisure cycling and encouraging and motivating people to cycle are important ways to reduce obesity and promote good health. A fifteen minute cycle ride to and from work would meet the Government's Recommended Daily Amount (RDA) of physical activity for adults and could easily be incorporated into people's lifestyles, meaning that they do not need to take prescribed exercise. Generally, town centre destinations are within 3-5 miles from communities outside of the town such as Oakley and Old Basing, Sherborne St John, a maximum 15-30 minute cycle ride away. However, it is known that over a quarter of borough residents over the age of 16 do less than 30 minutes of moderate exercise per week, which is greater than many other districts in Hampshire

There are a number of local cycling groups across the Borough, which encourage involvement, with initiatives such as those run by BREEZE, helping to increase participation amongst particular groups, in addition to larger, organised events, such as the annual Big Wheel cycle ride.

5 Policy Background

This strategy is supported by a significant number of other documents and policies on cycling and sustainable transport, both nationally and locally. The following section summarises the key relevant documents.

Of particular relevance is policy CN9 of the Local Plan, together with the site specific policies in the Local Plan which identify land for development, including the requirement for direct access to the town centre by bike. These policies set out a framework within which to consider development proposals and the cycling infrastructure and connections required to serve it. Given the processes undertaken in preparing the Local Plan and consultation on this strategy, it is considered that material weight should be afforded to this strategy in the determination of planning applications.

Key findings	**Implications for strategy**
The Government is developing a **Cycling and Walking Investment Strategy** during the course of 2016, which will set out an objective to ensure that walking and cycling become the norm for short journeys, or as a part of longer journeys	The strategy will be accompanied by a series of shorter-term five year strategies, with specific funding opportunities to deliver these locally.
A draft **Cycling Delivery Plan** was published by the Government in 2014, which will support delivery of the Cycling and Walking Strategy	
Enterprise M3 Strategic Economic Plan seeks to address consequences of growth in a coherent and co-ordinated way	Promotes investment in sustainable transport were appropriate, including walking and cycling - Need to prepare comprehensive plans in readiness for future bids
Hampshire Joint Strategic Needs Assessment 2013 Maintenance of physical environment to enable physical activity and enhanced mental health is mentioned	No specific reference to walking and cycling environments
1 in 3 children in Hampshire schools overweight or obese by age 11	Support for general actions to increase levels of activity / participation, although the assessment includes no specific reference to walking and cycling
Lifestyle – physical activity and obesity	Promotion of healthy lifestyles in addressing issues of obesity
Address wider determinants that influence physical activity	No clear budget to support delivery
Hampshire Local Transport Plan 2011-2031 seeks to reduce manage and invest and wherever possible to improve local travel options	Outlines policy support for walking and cycling but does not highlight a specific budget after 2015
Policy Objective 10 – improve air quality and national carbon targets through transport measures	No specific budget identified to support this.
Policy Objective 12 – invest in active travel and in sustainable transport measures including walking and cycling	Investment will be in urban areas and includes Bikeability Training but does not specify a definite budget

Generally, the Plan highlights the benefits of active travel, low carbon transport and transport & land use planning	Does not specify how these elements will be delivered, nor provides a budget
Hampshire County Council Cycling Strategy	
Sets a Vision that 'In 2025, cycling will be a convenient, safe, healthy, affordable and popular means of transport and recreation in Hampshire'	Provides support for the development of locally based cycling strategies in districts across Hampshire, whilst affording general support for cycle related activities.
Missing Links Phase 2 – Feasibility Study commissioned in June 2008 to identify missing and proposed cycle links across the town and linked communities	Supports the need for a coherent Cycle Strategy and delivery mechanism for a completed cycle network – funds need to be identified to address missing links
The Basingstoke Town Access Plan will guide transport development over the next 20 years	Policy Objective 12 supports need for creating a coherent strategy to invest in walking and cycling
Local Transport Plan 3 sets out the long-term vision for transport investment from 2011-2031	Lays out ways to create sustainable, safe, efficient reliable ways to get around
Borough Local Plan 2011-2029 Policy CN9 – Transport: seeks to minimise the need to travel, promote sustainable transport modes, improve accessibility and support the transition to a low carbon future	Provides the necessary framework to requires developers / applicants to provide the appropriate linkages to facilitate access by bike, with specific reference in the supporting text to the Cycling Strategy and Strategic Cycling Network.
Policy EM5 – safe and convenient accessibility by walking and cycling essential to enhance creation of a country park	Supports the need for investing in walking and cycling but does not provide a clear budget to support delivery
Policy EM10 – secures development which is well connected, accessible and makes provision for the appropriate levels of bike parking	Requires developers / applicants to ensure that the appropriate linkages are accessible to all, together with provision of the bike parking for new residents / employees
Policy SS3 – site specific policies outlining the need for new development to provide direct access to the town centre, as well as internal walking and cycling routes.	Provides the necessary framework to requires developers / applicants to provide the appropriate linkages to facilitate access by bike
Top of the Town Concept Masterplan – aims to create a more vibrant destination for the town, including improved accessibility.	Identifies the barriers to entry by cyclists, including the restriction on cycling in the Top of the Town area, but includes an objective of improving the connections both within Top of the Town and to other parts of Basingstoke by car, bus, bicycle and foot, creating a more integrated place.

Figure 7: Policy Document Summary

6 Themes and Actions

6.1 Themes

As highlighted in the introduction, the Vision of the Cycling Strategy is

'To create an environment that is a safe, attractive and practical choice for cyclists in the Borough, **so that more people are enabled to cycle safely in the area and to encourage a shift towards more sustainable transport choices and healthy lifestyles'.**

In order to achieve this, a number of aims have been identified, namely:

1. **Creating New Routes, Linkages** – seeking opportunities to develop new routes and improved linkages from residential areas to key services, whilst improving permeability for cyclists to overcome existing barriers. This also focuses on attractive longer routes connecting to the main urban area, such as Bramley, Chineham, Cliddesden, Dummer, North Waltham, Old Basing, Overton, Sherborne St John, Tadley and Whitchurch – journeys which may also be suitable for some commuters, given the distances involved.
2. **Improvements in Other Facilities** – recognising the other facilities that the Borough currently benefits from, such as BMX tracks, and the scope for providing new facilities to encourage participation in cycling including for off-road training or sports facilities
3. **Safer Cycling** – ensuring infrastructure is well designed and takes into account the needs of cyclists, prioritising routes as appropriate and providing road safety education;
4. **Improvements to Cycle Parking** – identifying locations for additional cycle parking facilities and positioning them to maximise security
5. **Promotion and Encouragement** – raising awareness of cycling and its benefits in addressing issues such as obesity and medical conditions amongst the community
6. **Maintenance and Signage** – ensuring existing and any future facilities are well maintained through a regular and pro-active approach, with clear signage

To achieve these 'Aims' a series of actions will be necessary, focussed on working with HCC, developers, local cycling groups, the wider cycling community, those who wish to cycle, health-care providers and sports and recreational bodies to:

- Develop the actions in more detail; and
- Secure funding opportunities to implement the identified actions.

The following section provides further details of the steps that will be taken to achieve this, based on a series of short / medium and long-term measures, representing period of up to five years (short / medium term) and up to ten years (long-term), whilst noting that some of these activities should continue over the life of Cycle Strategy, such as on-going training and promotional actions. It should also be noted that some of the identified actions will be subject to the availability of funding and, in some cases, the feasibility of implementation.

Initial costings have been provided for the actions, where these are known. However, the majority of these are subject to more detailed assessments in order to inform costs, which will also vary depending on site specific circumstances. They are therefore shown as TBC at this stage.

6.2 Connectivity and Permeability

Basingstoke Town and the wider Borough have disjointed cycle networks that often fail to provide longer-distance connectivity that cyclists need in making journeys by bike. In some locations, the facilities are good, and well-built, but in other locations, these are disjointed and confusing, discouraging use except for the determined and experienced user, while other parts of the town and Borough have no dedicated cycling facilities.

There is a strong desire for more people to cycle as is evident from the consultations undertaken in preparing this strategy. In order to encourage cycling for both transport and leisure purposes it is vital that additional routes and linkages are created that are coherent, well signed, joined-up and link to a range of destinations. However, this should not be at the expense of the existing cycling facilities, which should be maintained and the identified barriers addressed.

To promote cycling for more journeys the Borough Council, in partnership with Hampshire County Council, will seek to connect residential areas with key destinations by providing direct, continuous, convenient cycle route or linkages to overcome barriers and problems of severance, including major new developments. This will focus on the creation of Strategic Cycling Network, developed through the corridors to be provide arterial routes, identified through consultation on this strategy. A Strategic Cycling Network is shown in Appendix 3, with a description of the routes, key issues and initial costings in Appendix 4. Improved connections will also focus on the following destinations:

- Employment areas and schools to encourage cycling to work and school;
- Key public transport interchange at Basingstoke rail station to capitalise on the high level of rail use and encourage cycling as part of longer multi-modal journeys; and
- Other key services such as health, shopping, libraries and leisure activities to encourage cycling as a mode of transport to access key services.

These routes are focussed in and around Basingstoke town centre, Festival Place, the rail station and with links to the wider employment sites and the hospital. As the main urban area, these are likely to be where most short distance car journeys are undertaken and therefore where the greatest potential for modal shift exists. It is acknowledged that communities outside of Basingstoke town have aspirations to improve local facilities for cyclists and it is intended that future work and support will help communities to achieve this. In some instances, proposals for improved facilities are being in established in Neighbourhood Plans across the borough.

The suggested routes on the Strategic Cycling Network and linkages are not exhaustive but represent a first phase in creating a coherent and comprehensive network. They have been identified on the plan as indicative at the time of preparing this strategy and will need to be developed into defined routes through feasibility work, safety audits, consultation and liaison with HCC and local cycling groups.

The Strategic Cycling Network includes connections to the housing allocations identified in the Local Plan, such that new development is served by convenient, direct and safe cycle routes to the town centre, with schemes implemented as development is brought forward. This is outlined in policy CN9 of the Local plan and the site specific policies which allocates these areas for development. This may mean new infrastructure to complement or improve existing and proposed routes and networks, such as the ‘straightening-out’ of existing routes.

Separate feasibility work will be required to consider issues associated with the town centre to address the poor cross-town connectivity, as identified through consultation on this strategy and the Top of the Town Concept Masterplan.

Short / Medium Term (up to five years)	Cost	Long Term (up to ten years)	Cost
Undertake feasibility work on each of the identified corridors on the Strategic Network	£15,000 per route	Undertake feasibility work on each of the identified corridors on the Strategic Network	£15,000 per route
Work up / prioritise a list of cycle route improvements based on the proposed strategic cycle network	£0 / officer time	Construct new links identified in Strategy	TBC
Undertake feasibility work to address barriers within the town centre	£20,000	Improve cycle access to outlying communities	TBC
Improve cycle access to and within new developments	£0 / officer time / s106	Improve cycle access to and via new developments	£0 / officer time / s106
Produce new cycle map for town and Borough	£3,000	Complete “missing links” from 2010 HCC report	TBC
Work with communities to help achieve improvements in facilities in settlements outside of Basingstoke	£0 / officer time	Improve cycle access to rail/bus stations, including HCC’s Basingstoke Railway Station Plan	TBC
Formalise the list of identified barriers and consider their inclusion in the list of schemes held by HCC	£0 / officer time	Improve cycle access to Schools/Colleges	TBC
Implementation of funded improvement schemes using Local Growth Fund	HCC	Improve cycle access to existing and new hospitals	TBC

Note – all costs are estimates

6.3 Improvements in Other Facilities

The Borough currently benefits from a number of facilities for cyclists, such as the BMX tracks in War Memorial Park, Basingstoke, Chineham Community Games Centre, and Daniel Park in Whitchurch, in addition to a significant number of other sports and community facilities which serve residents and visitors to the borough.

These provide useful amenities for younger people to take part in these activities in safe, purpose built facilities. However, there may be further opportunities to improve these including accessibility to them, or provide additional facilities in the future.

Feedback from the consultation, and discussions with British Cycling have identified the potential for a closed circuit cycling track in the borough, which provides a safe, off-road facility for sport and recreational cycling. This would require a site to be identified, together with the necessary design and planning work in addition to securing funding. There may be further opportunities for recreational cycling through the proposed Country Park associated with the Manydown development and the possibility of velodrome if the Leisure Park is redeveloped.

Short Term (up to five years)	Cost	Long Term (up to ten years)	Cost
Identify access issues associated with existing facilities and consider as part of corridor assessments	£0	Seek suitable sites for new facilities if required	TBC
Continue discussions with cycling bodies about the scope for new facilities	£0 / officer time		
Engage with the Manydown landowner to consider the potential for leisure routes within the country park	£0 / officer time		

Note – all costs are estimates

6.4 Safer Cycling

Concerns over safety can be a significant deterrent from cycling, particularly along main corridors and crossing busy junctions and roundabouts. When identifying and designing routes, the Local Authority will, in partnership with Hampshire County Council, refer to the latest guidelines set out by Government and others, such as:

- The Department for Transport's (DfT) Local Transport Note 2/08 - "Cycle Infrastructure Design" (LTN 2/08) and Manual for Streets 1 and Manual for Streets 2;
- Transport for London (TfL) London Cycle Design Standards; and
- Sustrans' Handbook for cycle-friendly design.

In designing and considering improved facilities, use should be made of cycle audits, cycle access tools and the involvement of the cycling community to ensure that new infrastructure is safe, convenient and usable for cyclists, and other road users, including pedestrians where shared facilities are proposed.

It is recognised that cyclists have different levels of experience and that in identifying and designing routes, a balance must be struck between the needs of different users. The DfT identifies a number of different categories of cyclist each of which requires a different level of support and encouragement, which are detailed below. It should be noted that in the longer-term, facilities should be suitable for all levels of cyclists.

Fast commuter – confident in most on-road situations and will use a route with significant traffic volumes if it is more direct than a quieter route;

Utility cyclist – may seek some segregation at busy junctions and on links carrying high speed traffic;

Inexperienced and/or leisure cyclist – may be willing to sacrifice directness, in terms of distance and time, a route with less traffic and more places to stop and rest;

Child – direct and largely off-road routes from residential areas to schools, even where a traffic-free option is available. Design needs to take account of personal security issues. Child cyclists should be anticipated in all residential areas and on most leisure cycling routes

Users of specialised equipment – includes users of trailers, trailer cycles, tandems and tricycles, as well as disabled people using hand cranked machines. This group requires wide facilities free of sharp bends and an absence of pinch points or any other features that force cyclists to dismount.

To benefit experienced cyclists, where highly trafficked roads are highlighted, consideration should be given to the inclusion of:

- Advanced Stop Lines at signalised junctions
- Dedicated Cycle Lanes
- Toucan crossings instead of Pelican crossings.

In some situations, it may be necessary to consider the use of converted footpaths/footways to shared use facilities where there are no alternative routes. In such circumstances, the needs of people with disabilities will be considered and reference made to the guidelines in Local Transport Note 02/86 - "Shared Use by Cyclists and Pedestrians" (LTN 02/86).

It is particularly important to consider security issues on traffic-free routes, especially where they do not benefit from existing street lighting and/or are not overlooked by houses. In such circumstances, it may be appropriate to introduce additional lighting on a route by route basis.

Improvements in safety will also be pursued through road safety education and working with HCC, including the promotion of road safety issues amongst various road users including young drivers, motorcyclists, and pedestrians. This information will be targeted towards raising mutual awareness amongst drivers, cyclists, and pedestrians. The Borough will lobby the County Council to continue to provide cycle training for all 10-11 year olds (year 6) through existing programmes and, subject to sufficient funding, will work on expanding the scheme including developing adult cycle training programmes, including parents and families

Short Term (up to five years)	**Cost**	**Long Term (up to ten years)**	**Cost**
Design to latest Design Guides and other relevant Documents	£0 / officer time	Amend road space to allow for increased Cycle provision	TBC / consider as schemes are developed
Provide new cycle routes and cycle access to schools and colleges	TBC	Provide new cycle routes and cycle access to schools and colleges	TBC
Provide cycle training to pupils and students	On-going work by HCC	Provide cycle training to Adults	TBC
Support for Bikeability activities	£0	Provide new cycle routes and cycle access to schools and colleges	TBC
Formalise the list of individual barriers and consider their inclusion in feasibility work	£0	Work with HCC to review speed of traffic on roads that form part of the cycle network	TBC

Note – all costs are estimates

6.5 Cycle Parking

A lack of secure cycle parking can be a significant deterrent to choosing to cycle.

The Borough Council will seek opportunities to provide improved and additional cycle parking in key locations, in order to provide improved access to schools, centres of employment, retail and the railway station. Facilities must be convenient to cyclists, secure, well-supervised and weather protected in order to encourage regular use and they should be provided in sufficient numbers to meet demand. Guidance on the provision of secure cycle parking is provided in LTN 2/08, whilst the Council's adopted planning documents set out the specific requirements associated with new development.

Through the planning process, and in working with HCC, the Borough Council will encourage the provision of innovative and secure parking facilities in new developments together with the provision of other trip end facilities such as changing rooms and showers at the workplace.

Short Term (up to five years)	**Cost**	**Long Term (up to ten years)**	**Cost**
Identify existing Cycle Parking and plot on GIS system	£0 / officer time	Increase cycle parking across the Town Centre and wider Borough	£5,000 / dependent on location / designs
Work with partners such as Festival Place, the leisure park, hospital and train operators to increase cycle parking	£0 / officer time	Provide cycle parking at bus stops along recognised bus corridors	TBC
Implementation of the required cycle parking standards, as set out in the Adopted Residential Parking Standards SPD.	£0 / officer time	Investigate the feasibility of shared storage facilities in key locations (e.g. Basing View)	TBC
Secure the provision of improved / additional cycle parking in the town centre	£5,000 / dependent on location / designs		
Encourage cycle parking at destinations, such as Milestones and Leisure Centre	0 / officer time		

Note – all costs are estimates

6.6 Promotion and Encouragement

It is recognised that improving cycling facilities alone will not dramatically increase the level of cycling across the Borough and that promotion of cycling and its health and well-being, environmental and economic benefits is also required.

The Borough Council will continue to work with Cycle Basingstoke as partner and representatives from other Organisations such as the CTC, Sustrans and British Cycling, Sport England, Cycle Hampshire and the "Breeze" organised group cycle rides to implement the actions identified in this strategy and other relevant documents, such as the HCC Cycling Strategy.

The Borough Council will continue to support and promote cycling and lobby the County Council to provide a suitable level of funding from the annual transport budget. This is to ensure funding is in-line with the parameters set out in the Government's proposed Cycling and Walking Investment Strategy and the Cycle Delivery Plan which in turn will tie in with the Borough's aspirations to emulate the successful Cycling Demonstration Towns elsewhere in the country.

As outlined in section 5, cycling has already been included in a number of Borough and County Council policy documents and both councils will continue to promote cycling and its benefits in all strategies where an increase in the number of people cycling can make a significant contribution towards the achievement of the strategy aims.

Both Hampshire and Basingstoke and Deane councils currently provide a range of web-based resources relating to cycling, including an interactive map detailing the Public Rights of Way and cycle routes in the area, and are committed to developing these further. The DfT are currently expanding their Cycle Journey Planner, an online facility which enables users to plan their cycle trips, highlighting the quietest, quickest or most recreational route.

As part of the Cycle Strategy, the Borough Council has developed a revised cycle route map for Basingstoke which will be displayed at Basingstoke, Overton and Whitchurch railway stations and distributed to local schools, bicycle shops and provided during cycling promotional events and training. To encourage and facilitate sustainable travel choices Hampshire County Council should continue to work with and support individuals, employers, and other organisations in line with current LSTF "My Journey" in Basingstoke and "Bike It" schemes elsewhere across the County, so as to continue the promotion and encouragement of alternatives to car-use.

Short Term (up to five years)	**Cost**	**Long Term (up to ten years)**	**Cost**
Lobby HCC for funding to support Cycle Strategy	£0 / officer time	Lobby HCC for funding to support Cycle Strategy	£0 / officer time
Maintain BDBC involvement in "Bike Week" and promote locally	£0 / officer time	Maintain BDBC involvement in "Bike Week" and promote locally	£0 / officer time
Publish a new cycle network map	£5,000	Investigate cycle hire 'pilot' at key locations e.g. Basing View / station / town centre	TBC
With partners to promote cycling as a healthy activity and alternative mode	£0 / officer time		
Promotion of leisure routes through Destination Basingstoke website	£0		
Continue working relationship with Cycle Basingstoke, CTC, Sustrans BREEZE and other local cycling groups and community representatives	£0 / officer time / involvement of groups		

6.7 Maintenance and Signage

It is important that cycle facilities are adequately maintained and signed so that they remain both safe and attractive to users. The Borough Council will work alongside the County Council as Highways Authority to expedite the process for maintaining cycle routes. The Borough Council will provide an on-line link to the County Council fault reporting system, with sufficient information on the Borough website to ensure ease of use and clear reference to the relevant County Council web-link.

The Borough Council will work with Hampshire County Council to ensure that cycle routes are gritted during the winter months, to ensure that these remain accessible for all.

Useful destinations such as Schools, Libraries, Retail Areas, the Hospital, Bus and Rail Stations and Community Centres will be well-signed on the Basingstoke Cycle Network and a signing schedule will be prepared, in implementing the strategic cycle network created, to ensure routes are as user-friendly and accessible as possible to all.

Short Term (up to five years)	**Cost**	**Long Term (up to ten years)**	**Cost**
Work with HCC to determine funding and maintenance regime	£0 / officer time		
Clearly highlight the on-line tool for reporting faults on the Borough Council's website	£0 / officer time		
Maintain signage and on-going maintenance	TBC		
Consider the scope for improved signage through work associated with the Strategic Route Network	£0		

6.8 Summary of Key Actions

Figure 7 below summarises the key short-term actions identified under the themes, and provides indicative costings for those actions where the amount is known. This amounts to an estimated £130,000.

Theme	Key Actions	Cost
Connectivity and Permeability	• Undertake feasibility work on each of the identified corridors	£15,000 per corridor
	• Undertake feasibility work to address barriers within the town centre	£20,000
	• On-going implementation of policy / guidance / advice	£0 / officer time
Improvements in Other Facilities	• Consider access issues as a component of corridor feasibility work	£0 / officer time
	• Engage with funding bodies / landowners around the scope for additional facilities	£0 / officer time
Safer Cycling	• Ensure latest design guidance is used in considering new development	£0 / officer time
	• Support for road safety training schemes	£0 / officer time
Cycle Parking	• Work with operators to provide additional parking at key destinations	£0 / officer time
	• Secure the provision of improved / additional cycle parking in the town centre	£5,000 / officer time
Promotion and Encouragement	• Maintain involvement in Bike Week	£0 / officer time
	• Hold annual cycling forum involving local cycling representatives and HCC	£0 / officer time
	• Publish a new cycle network map	£5,000
Maintenance and Signage	• Highlight on-line report faulting tool on website	0 / officer time

Figure 8 – Summary of Key Short Term Actions

7 Funding sources

Implementing the actions identified in this document, including the route proposals, will depend on securing the necessary funding. However, having an agreed Cycling Strategy in place will be a useful negotiating tool when seeking private and public sector funding, and in negotiation with developers in bringing forward schemes. In order to deliver the objectives of the Strategy the Borough Council in partnership with the County Council will examine all possible funding streams, including:

Organisation	Funding Source
EM3 Local Enterprise Partnership	Local Growth Fund
Hampshire County Council	Integrated Transport Block, Section 106 Developer Contributions and Community Infrastructure Levy (CIL)
Basingstoke & Deane Borough Council	Section 106 Developer Contributions and Community Infrastructure Levy
Hampshire County Council	Public Health Budgets
National Health Service	Clinical Commissioning Groups
Big Lottery Fund	Range of opportunities
Sport England	Range of opportunities
National Cycling	
Other Government Funding	Cycling Ambition Fund, funding linked to the Cycling and Walking Investment Strategy

Figure 8 List of Potential Funding Sources

Funding will need to be addressed to ensure the Strategy is sufficiently resourced to deliver on the issues outlined in this document and a range of funding opportunities are currently available. The route to funds will change over time and the Borough Council will maintain close ties with the County Council, the EM3 Local Enterprise Partnership and other recognised agencies, to ensure funding opportunities are pursued.

In some instances, it may be necessary to demonstrate value for money and positive outcomes, such as the benefits that cycling can contribute to a wide range of social, economic and environmental objectives at a relatively low cost. Economic appraisal has shown high benefit cost ratios (BCR's) for investments in cycling, largely through congestion and health savings. Investment in the Cycling Demonstration Towns led to a 27% increase in cycling in just three years generating health benefits alone of £2.50 for every £1 spent. Area wide investment in the London Cycle Network has led to a return close to 4:1.

Over the life of the Cycling Strategy, the following actions should be undertaken:

- Develop relationships with funding organisations, including EM3 LEP, Sport England and others;
- Identify funding streams and submit bids to implements schemes, to undertake feasibility studies and implement schemes; and
- Ensure that provision is made for facilities through the Development Management / Planning system.

8 Monitoring and Review

Monitoring of cycle trip rates in Basingstoke is currently undertaken by Hampshire County Council using automatic cycle counters at locations across the town. The data reveals a slow but steady increase in cycling trips since 2010 to just over 1,000 daily trips (24 hour/7 day average). Other data on mode share is available through the Census and, as already discussed, this has revealed a low base of cycling in Basingstoke & Deane Borough, accounting for only 1.6% of all trips to work in 2011 across the Borough, rising to 3.5% for trips to work of less than 5 miles within the Basingstoke urban area.

In order to measure the success of this strategy and the actions set out under Strategy Themes (section 5), the Borough Council has set an ambitious target to double the number of cycle trips over a 10-year period to 2021, in line with the Department for Transport's Cycling Delivery Plan (October 2014).

This target is based on:

- Doubling the number of trips made by bike from a baseline of 1,930 in the 2011 census; and
- Doubling the number of recorded cyclists recorded by the identified cycle counters across the Basingstoke from a baseline of 1007 in 2011.

Information from the Automatic Cycle Counters will be made available on an annual basis, and census information will be available after the publication of the next census results, post 2021.

Other indicators of progress include:

- Number of additional public cycle parking facilities provided;
- Number of complete routes implemented / improved;
- Proportion of residents undertaking the recommended level of exercise; and
- Findings of the National Highway and Transport Network Survey

The results of the monitoring will be used to guide future revisions of this document. Reviews will include:

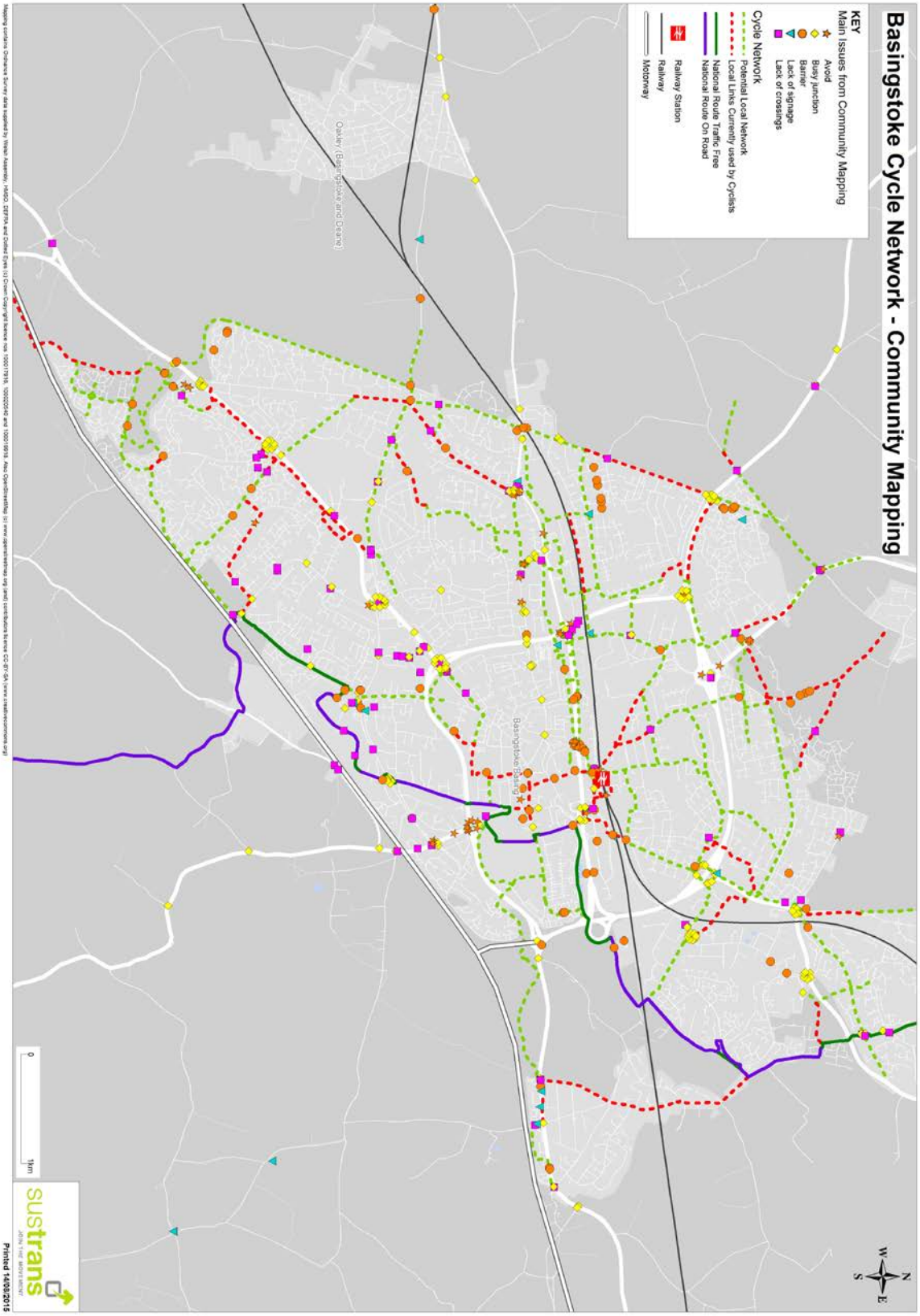
- An analysis of the data on cycling levels in Basingstoke;
- A review of the progress to date;
- Exploring opportunities to develop proposals to meet the 'identified needs' in this strategy;
- Additional proposals or policies where appropriate; and
- Location of Automatic Cycle Counter monitoring sites

The Borough Council will continue to work closely with local cyclists and other key stakeholders during this review process and will report updates to the annual forum.

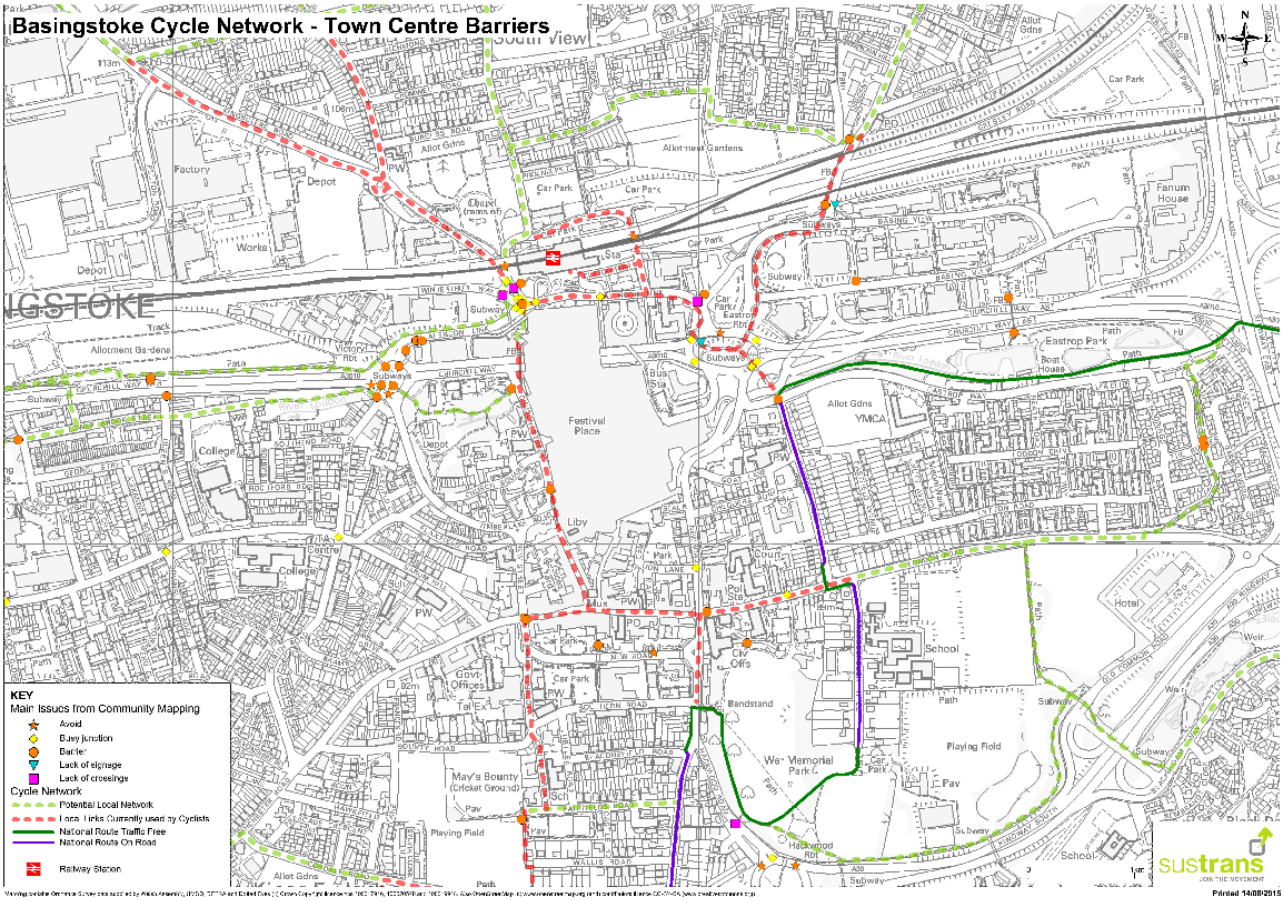
Appendices

1 Map of barriers in and around Basingstoke
2 Map of barriers in the town centre
3 Proposed Strategic Cycling Network
4 Summary of Key Corridors Identified within the Strategic Cycling Network

Appendix 1 - Map of barriers identified through Community Mapping in and around Basingstoke



Appendix 2 – Barriers to Cycling Within the Town Centre



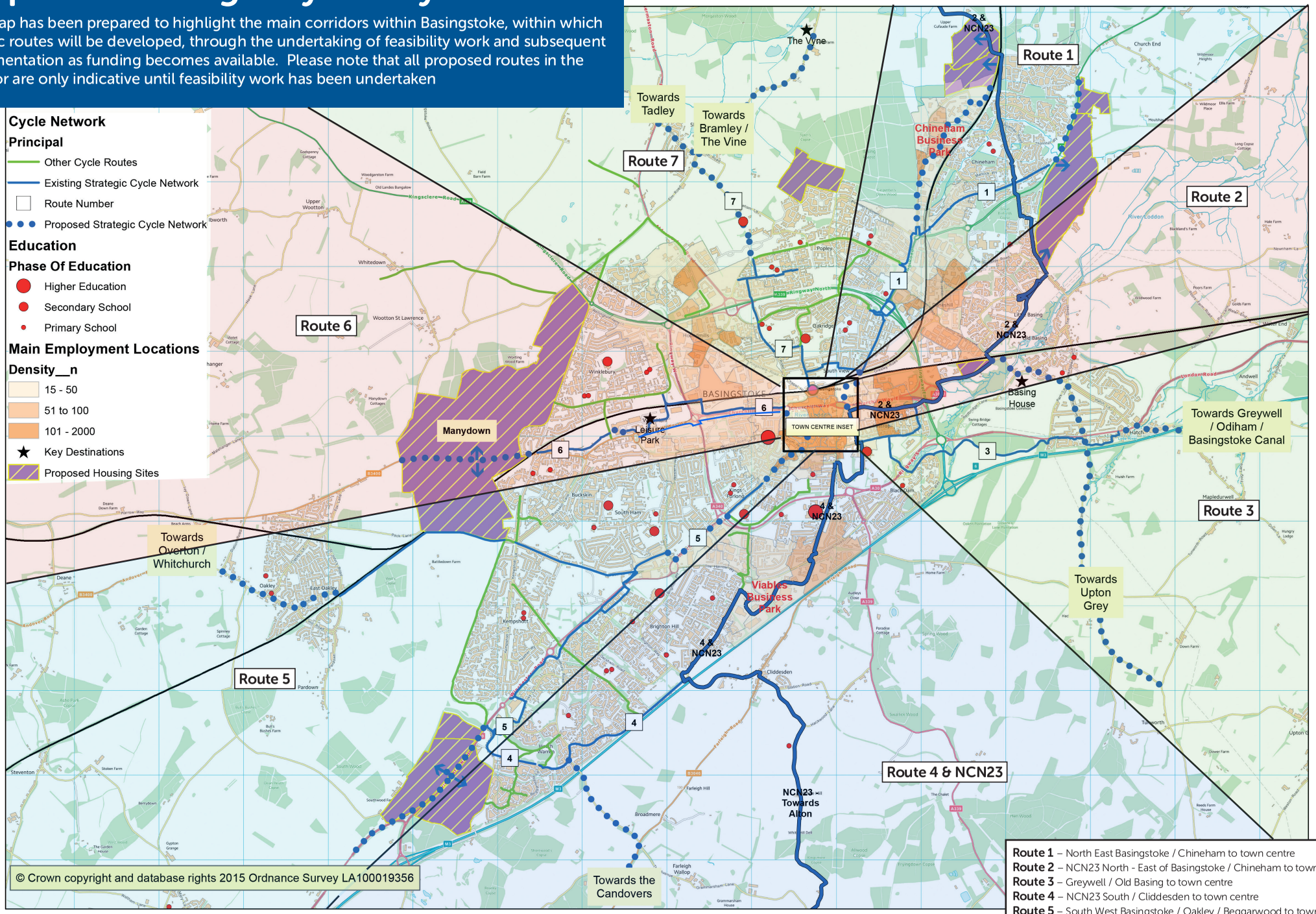
Appendix 3 – Proposed Strategic Cycling Network

The map on the next page highlights the Proposed Strategic Cycling Network for the town, and identifies specific radial corridors within which feasibility work will be undertaken to determine the most appropriate direct connections to the town centre and other destinations from peripheral areas, with onward links to the wider countryside and nearby settlements.

Please note that this is available to download separately from the Borough Council's website.

Proposed Strategic Cycleway Network

This map has been prepared to highlight the main corridors within Basingstoke, within which specific routes will be developed, through the undertaking of feasibility work and subsequent implementation as funding becomes available. Please note that all proposed routes in the corridor are only indicative until feasibility work has been undertaken



Route 1 – North East Basingstoke / Chineham to town centre
Route 2 – NCN23 North - East of Basingstoke / Chineham to town centre
Route 3 – Greywell / Old Basing to town centre
Route 4 – NCN23 South / Cliddesden to town centre
Route 5 – South West Basingstoke / Oakley / Beggarwood to town centre
Route 6 – West Basingstoke / Manydown to town centre
Route 7 – North Basingstoke / Popley to town centre

Appendix 4 – Summary of Key Corridors Identified within the Strategic Cycling Network

Further work will be required on each of the corridors identified on the Strategic Cycling Network to provide direct, convenient and safe routes for cyclists of all abilities. This will require feasibility work to be undertaken, together with consultation on proposed routes, and the necessary safety audits to.

1. North East Basingstoke / Chineham: Reading Road: Town centre – Norn Hill – A33 Reading Road – Old Reading Road – Chineham
   Main issues: Narrow footways, poor crossing of Crockford Lane

2. NCN23 North: Eastrop Park – Little Basing – Pyott's Hill – Chineham – Cufuade Lane – Bramley
   Main issues: Poor crossing of Bowman Road

3. Upton Grey / Old Basing: Town centre – Black Dam – Crabtree Plantation – Hatch (and onwards towards Greywell / Upton Grey)
   Main issues: Poor surface at Crabtree Plantation, no footway to Greywell Road

4. NCN23 South: Town centre – Cliddesden Road – Jays Close – Hatch Warren Lane – Cliddesden Lane – Kempshott Park
   Main issues: Use of New Road/Hackwood Road, side road crossings on Hatch Warren Lane, use of Beggarwood Lane

5. South West Basingstoke / Winchester Road: Town centre - Winchester Road roundabout – Brighton Hill roundabout – Hatch Warren – Kempshott Park (with branch to Oakley via Pack Lane and onwards towards Overton / Whitchurch).
   Main issues: Use of Top of the Town Street, Winchester Road from New Street to Cordale Road, footway beside football ground, no footway Kempshott Lane to Beggarwood Lane

6. West of Basingstoke / Worting: Town centre – Brookvale – Leisure Park – West Ham – Golf Centre – Worting / Manydown.
   Main issues: Poor connectivity at West Ham roundabout, path / road beside Premier Inn, poor surface on West Ham Lane, onward connections along B3400 to Worting

7. Sherborne St John / North Basingstoke: Station – Sherborne Road – Everest Academy – Sherborne St John
   Main issues: use of Church Street and station car parks, opening road at Everest Academy

Some initial costing has been undertaken by SUSTRANS on these corridors, as set out below, and funding would need to be secured to undertake the detailed feasibility work and subsequent implementation. Opportunities may arise as a result of new development to deliver such routes.

Route	**Length/metres**	**Cost estimate/£**
Route 1: Reading Road	4,686	99,500
Route 2: NCN23 North	6,112	60,000
Route 3: Old Basing	4,451	168,800
Route 4: NCN23 South	7,520	130,000
Route 5: Winchester Road	5,906	138,300
Route 6: Worting	4,471	67,750
Route 7: Sherborne St John	3,738	9,000

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